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ADMINISTRATIVE  
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001368-0520

1 February 1968

MEMORANDUM FOR: Deputy Director for Support

SUBJECT : Unsponsored Advertising

1. This memorandum is for the information of the Deputy Director for Support.

2. The unsponsored CIA advertisement which appears in the Haight-Ashbury Tribune and Florida Free Press, and which is beginning to appear in other publications, is a true photographic reproduction of our sponsored advertisement which ran in both the 1967 and 1968 issues of the College Placement Annual as well as in the October-November 1966 and December 1966-January 1967 issues of the Journal of College Placement. The official advertisement is carried on page 345 of the attached copy of the 1968 College Placement Annual. We did not run the ad in the Journal in other than these two issues because it was producing no visible results.

3. As to the ad which runs in the Annual, our Correspondence Branch receives inquiries every day from interested applicants who refer to having read the ad in the College Placement Annual. These inquiries come not only from college and university students but from many military personnel and other interested applicants who have seen the ad. Some 340,000 copies of the Annual are distributed annually. It goes to 1,000 colleges and universities in the United States, Canada, and Mexico for distribution to students and alumni actively seeking employment. Forty-one thousand copies are given to the Department of Defense for distribution to Educational Libraries in over 600 military installation locations throughout the world.

4. The Recruitment Advertising Committee and the Executive Director-Comptroller recently approved a revised text to be run as a one-page advertisement in the 1969 College Placement Annual. The new advertisement will run in color rather than in black and white.

5. The Annual is printed and distributed each September. In my conversation with Mrs. Jean Kessler, Managing Editor, to determine whether Dow Chemical or other of her advertisers were being subjected to similar harassment she had not heard

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of it as yet, but indicated that she would be interested in receiving copies of the publications in which the reproduction of our ad has appeared. She stated that copyright laws would prevail in the case of any reproduction of a College Placement Annual advertisement or listing and that their lawyers have been able to stop repetition of such infringement by letters issuing from their law firm which, incidentally, Wilkinson, Cragun, and Barker, is a Washington, D. C. firm.

6. The only solicitation we have received offering to reproduce this advertisement free of charge was in a 7 December 1967 letter from Mr. Mel B. Chernow, Publisher of Creative Employer, The College Employment Bulletin (P. O. Box 25492, West Los Angeles, California 90025). Mr. Chernow's letter stated:

"I am requesting permission to reproduce your advertisement that appeared in the College Placement Annual 1968.

"Creative Employer is a college employment bulletin that is mailed directly to all college and university seniors and graduate students in the states of California and Nevada.

"As a public service we would like to reproduce your advertisement at no cost to you or your advertising agency."

On the advice <sup>of</sup> to Mr. Jack Hurley of our advertising agency, Gaynor and Ducas, Inc., we did not grant permission to run our ad on a gratuitous basis and, in fact, did not respond to Mr. Chernow's letter. It was Hurley's advice to us that many publishers of throw-away or certain struggling newspapers and periodicals will use the gimmick of running a prestigious advertiser's advertisement simply for the purpose of using it as leverage to induce other advertisers to advertise in the same medium. Hurley stated Creative Employer "is a new publication which, I suspect would use you as a loss leader to gain advertisers. In our opinion we do not think it would be advantageous to use this media until it has established itself."

DD/S Distribution:

Orig - DD/S Subject

1 - DD/S Chrono

1 - General Counsel

1 - D/Sec

1 - Asst. to Director

Deputy Director of Personnel  
for  
Recruitment and Placement

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*From Haight Ashbury Tribune  
Volume 2 No. 2  
(untitled)*

# You...your training, your special talents... find satisfying expression in a vital career with C.I.A.



Whether your major interest is in International Relations, Economics, Science, Law, Research, whatever... the CIA offers you a chance to work with problems that are constantly changing, that require your utmost skill and talent. Not only is the work fascinating, its vital contribution to the nation's security is a source of personal satisfaction to those who carry it out.

The CIA has its own career training program. Each year highly qualified college graduates are enrolled in it. This training provides a valuable foundation for a professional career in intelligence and produces many of CIA's future leaders and managers.

Applications will be accepted from graduates with degrees in:

Accounting  
Biology  
Business  
Chemistry  
Computer Science  
Earth Sciences

Economics  
Electrical Engineering  
Finance  
Foreign Languages and Area Studies  
Geography

History  
International Relations  
Law  
Library Science  
Mathematics  
Medicine  
Photogrammetry  
Physics  
Police Science  
Political Science  
Psychology  
Public Administration  
Sociology  
Space Technology  
and other specialized fields.

The CIA offers liberal vacation, insurance and retirement benefits. Assignments are both in the United States and overseas. Salaries are commensurate with training and experience. The work is classified and U. S. citizenship is required.

If you are presently in military service and are about to be separated, inquire about opportunities for men with training in CIC, CID, ONI, OSI, Communications, Electronics, Logistics, Photo Interpretation, Foreign Languages, Special Forces, and other specialties who may qualify without a college degree. For further information write, enclosing résumé, to: Director of Personnel, Central Intelligence Agency, Washington, D. C. 20505.

## CENTRAL INTELLIGENCE AGENCY

will feel content, & thereby preventing them from continuing their work in the ghetto.

**Four White Stores Bombed**

Since the conviction, however, the black community of Oak Grove, population 20,000, has become angry and restless towards the white power structure. In the past few weeks four white-owned stores in the ghetto have been attacked by firebrands. The latest target of Black Power, a skin-grafted Afro, had ordered all white-owned stores in the black ghetto to close until Dawkins and Thomas are freed.

Dawkins the firebrand,

Tome on the good day to know who they will be.

A mostly white support group, the Ad Hoc Committee to Support Dawkins and Thomas, has been raising money for legal costs and have organized demonstrations to dramatize the situation to the Oak Grove community.

Although in prison, Thomas managed to arrange out a petition signed by six black women prisoners complaining about prison conditions. Dawkins and Thomas had been in a hunger strike for about 10 to 15 days, and all other prisoners continue to fast in sympathy with the two.

There is the idea of a picket by striking strike-breakers tried to cross the strikers to Today you get a police to protect!

There is no mission what is asked by. We I know that one to defend for we protect by protect in dress because we do or to make at five.

We think the to being used Vietnamese, but then, too, it is we protest, but find it. It is in "the Vietnamese a war against humanity we have little humanity left. Too little to we are to live what is taking up if we were, I

To resist in out qualifications To resist in I won't go. It make sure and other.

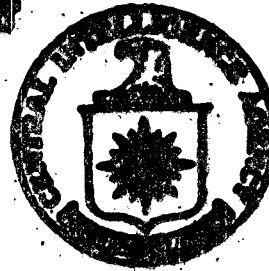
To resist in you don't know define it and it necessary to the nation is doing parts.

To resist in to stand afraid in House because upon wherever his son, because will find the on looks and through will surge around windows and 1968

Have we then a movement. It is as he is to To resist in your own life I this very moment To resist is to

(Cont. on p.

# You...your training, your special talents... find satisfying expression in a vital career with C.I.A.



Whether you might prefer to be international relations, defense, foreign, economic, scientific, or in the other areas of the CIA, you will find a career in which your talents are fully expressed. The CIA offers you a wide range of opportunities for advancement and growth. The CIA is a dynamic organization that is constantly changing and growing.

The CIA has a wide range of opportunities for advancement and growth. The CIA is a dynamic organization that is constantly changing and growing.

Application will be accepted from people who are eligible to:

- Accounting
- Business Administration
- Engineering
- Foreign Languages
- Health Sciences
- Humanities
- Law
- Library Science
- Mathematics
- Medicine
- Natural Sciences
- Physical Sciences
- Public Administration
- Statistics
- Training
- Transportation
- Writing

Library International Relations Defense Foreign Economic Scientific Technical Training Writing

The CIA offers a wide range of opportunities for advancement and growth. The CIA is a dynamic organization that is constantly changing and growing.

If you are currently in military service and are about to be discharged, apply your skills to the CIA. The CIA offers a wide range of opportunities for advancement and growth. The CIA is a dynamic organization that is constantly changing and growing.

**CENTRAL INTELLIGENCE AGENCY**

From Florida Press Press  
Vol. I No. 1 Jan 23, 1968  
West Palm Beach, Florida

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